PRE-PROGRAM SURVEY

Your responses to this survey will help Nancy Austin tailor her presentation to the interests of your group. Confidential information will be respected and will not used elsewhere. Please skip any questions you feel may be irrelevant to this particular program. When you return this survey, please enclose any appropriate printed material such as annual reports, product or service brochures, articles, newsletters or conference materials.

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I. THE PROGRAM

1. What is the conference theme?

2. What is the specific purpose of your meeting (annual management meeting, sales conference, recognition event, etc)?

3. What are your specific objectives for the presentation?

4. Are there any sensitive issues that should be avoided?

5. Who will introduce Nancy?

   Name:
   Title:

6. Time frame for the presentation:

   Start:
   End:

   Should time be allowed for questions? Yes No
   If yes, how much time?

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7. What takes place immediately before and after the presentation?

Before:
After:

8. Who are the other speakers on the program; what are their topics?

9. What speakers have you worked with in the past and what did they cover?

II. THE AUDIENCE

1. Number attending the speech?

2. Are spouses invited?

3. What are the major job titles/responsibilities of those attending?

4. Will there be many people in the audience who do not fit the profile above? If so, please explain:

5. Will the audience be familiar with the key concepts in A PASSION FOR EXCELLENCE?

IV. FINAL COMMENTS

Are there specific areas, topics, or examples you would like Nancy to cover in her presentation? Is there any additional information you would like Nancy to have?

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